### Amendments to the Specification

At page 1, line 1 please amend the Title as follows:

GENERATION OF IMPLICIT TV RECOMMENDER <del>VIA SHOWS IMAGE</del> <u>BASED ON KEY</u>
FRAMES AND CONTENT OF PROGRAM

At page 1, please amend the CROSS REFERENCE TO RELATED APPLICATION as follows:

This application claims the benefit of U.S. provisional application serial no. 60/462,778 filed April 14, 2003, which is incorporated herein by reference and makes a priority claim of PCT/IB2004/001140 filed April 2, 2004.

At page 1, beginning on line 5, please add the following heading:

# **BACKGROUND OF THE INVENTION**

At page 2, beginning on line 25, please add the following:

#### SUMMARY OF THE INVENTION

A system and method for providing TV recommendations that uses the steps of receiving a plurality of programs from a plurality of channels; and then extracting key frames and content of the plurality of programs watched by a user to determine user preference; and thereafter generating a user profile based on the extracted key frames and content of the programs and finally providing recommendations based on the user profile.

At page 2, beginning on line 26, please add the following heading:

## BRIEF DESCRIPTION OF THE DRAWINGS

At page 3, beginning on line 1, please add the following heading:

# DETAILED DESCRIPTION OF A PREFERRED EMBODIMENT